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John Allen Chalk: Personal Correspondence

John Allen Chalk

12-29-1966

To: Florence Ashcraft

John Allen Chalk

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December 29, 1966

Miss Florence Ashcraft
214 South Court Street
Grayville, Illinois

Dear Miss Ashcraft:

Thank you very much for your letter of December 9. I appreciate your willingness to write, as it is only through constructive criticism that we can improve our program to what we want it to be.

I'm sure you are aware of the universal influence that the radio and television media have on the world. All kinds of people listen to our programs. Because of the need to meet the faulty thinking of today, we have to employ words familiar to our audience. Our only aim is to make the message understandable to all people.

You might be interested in knowing that our radio response has increased by 200% in the last six months.

I request your continued and prayerful concern, and welcome any further suggestions.

Sincerely yours,

John Allen Chalk

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